

Consumer Study - Q4 - Microsoft Internet Explorer

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Address http://surveyplus.com/surveycghr/qs4.asp

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### Consumer Study

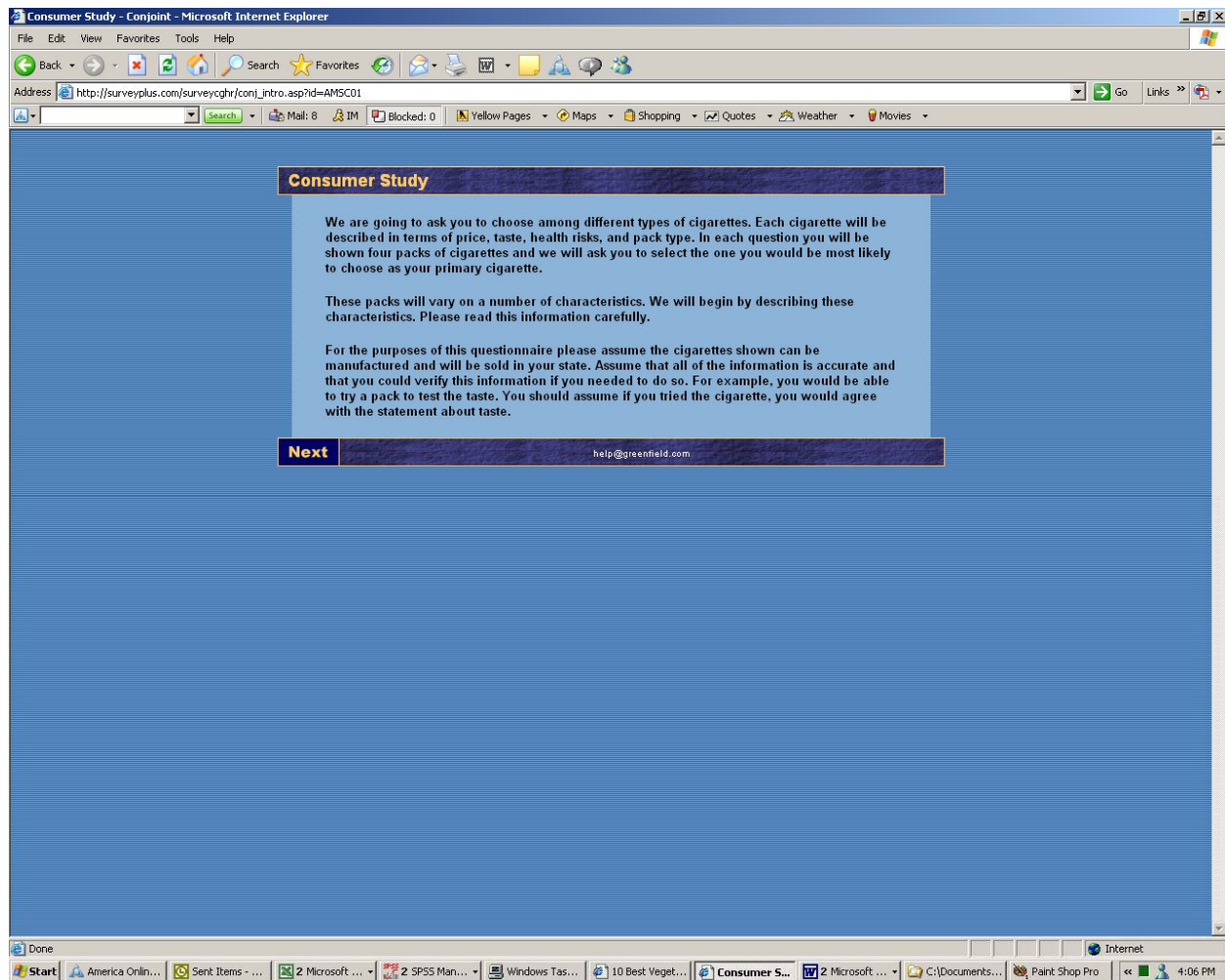
Please select the primary cigarette brand that you are currently smoking. Note that these are general brand names. So, if you smoke Marlboro Lights, for example, you would select Marlboro.  
[CHOOSE ONE ONLY]

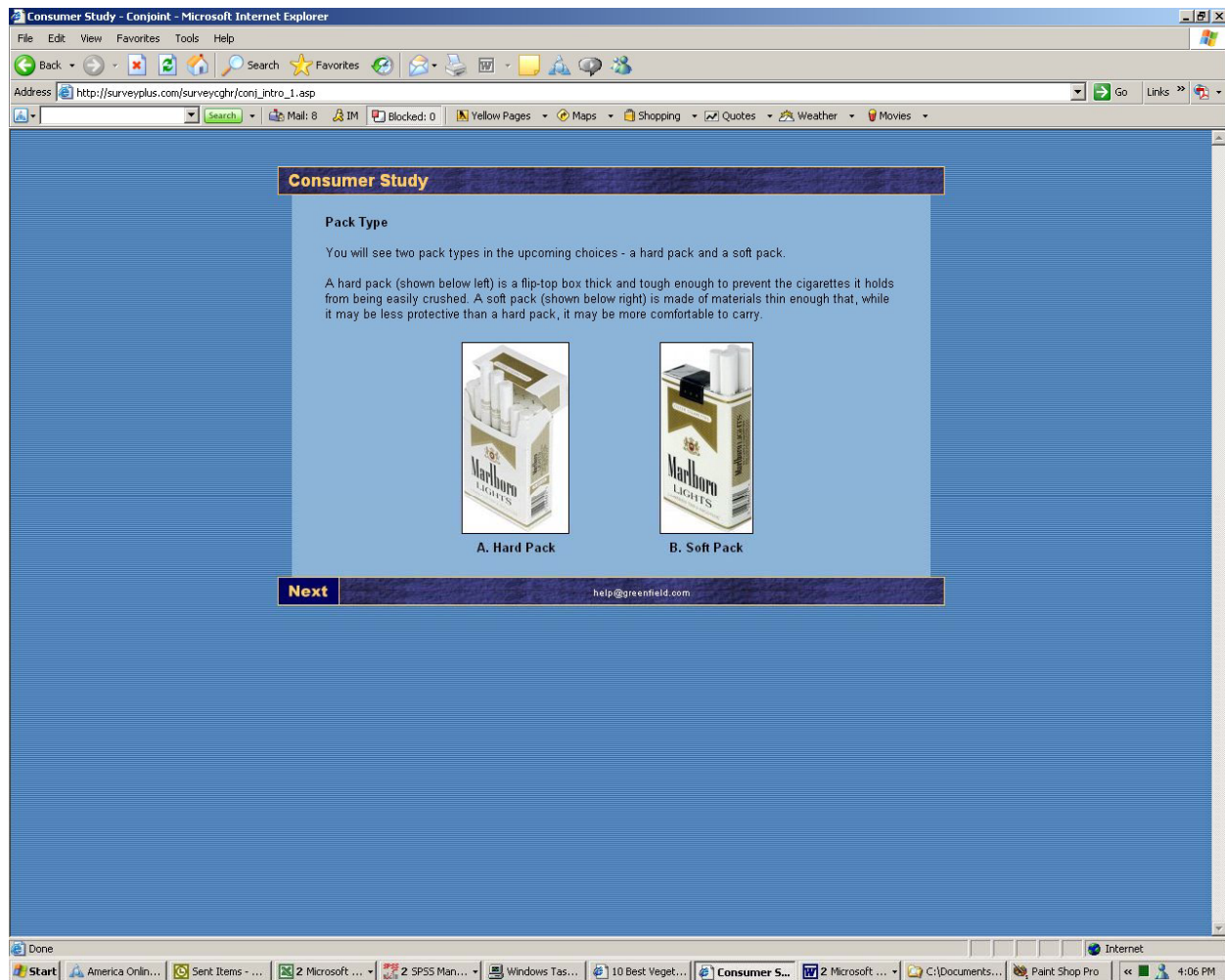
<input type="radio"/> Accord	<input type="radio"/> GPC	<input type="radio"/> Pall Mall
<input type="radio"/> Alpine	<input type="radio"/> John Player Gold Leaf	<input type="radio"/> Parliament
<input type="radio"/> Barclay	<input type="radio"/> Kent	<input type="radio"/> Peter Stuyvesant
<input type="radio"/> Basic	<input type="radio"/> Kool	<input type="radio"/> Players
<input type="radio"/> Benson & Hedges	<input type="radio"/> L&M	<input type="radio"/> Rothmans
<input type="radio"/> Bristol	<input type="radio"/> Lark	<input type="radio"/> Salem
<input type="radio"/> Bucks	<input type="radio"/> Lucky Strike	<input type="radio"/> State Express 555
<input type="radio"/> Cambridge	<input checked="" type="radio"/> Marlboro	<input type="radio"/> True
<input type="radio"/> Camel	<input type="radio"/> Maverick	<input type="radio"/> Vantage
<input type="radio"/> Capri	<input type="radio"/> Merit	<input type="radio"/> Viceroy
<input type="radio"/> Carlton	<input type="radio"/> Misty	<input type="radio"/> Virginia Slims
<input type="radio"/> Century	<input type="radio"/> More	<input type="radio"/> Winston
<input type="radio"/> Collector's Choice	<input type="radio"/> Monarch	<input type="radio"/> Other Brand (specify):
<input type="radio"/> Doral	<input type="radio"/> Newport	<input type="text"/>
<input type="radio"/> Dunhill	<input type="radio"/> Old Gold	

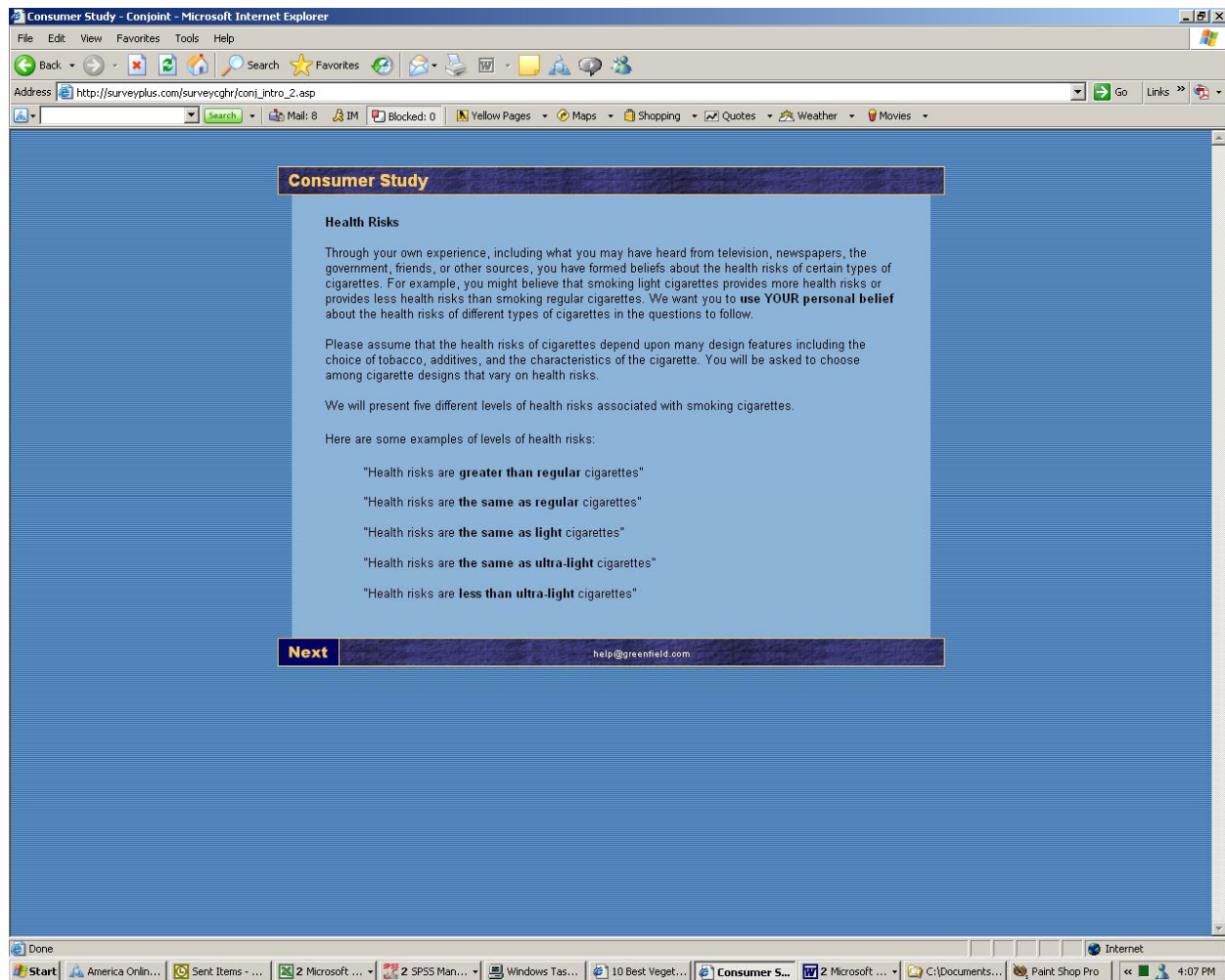
**Next** help@greenfield.com

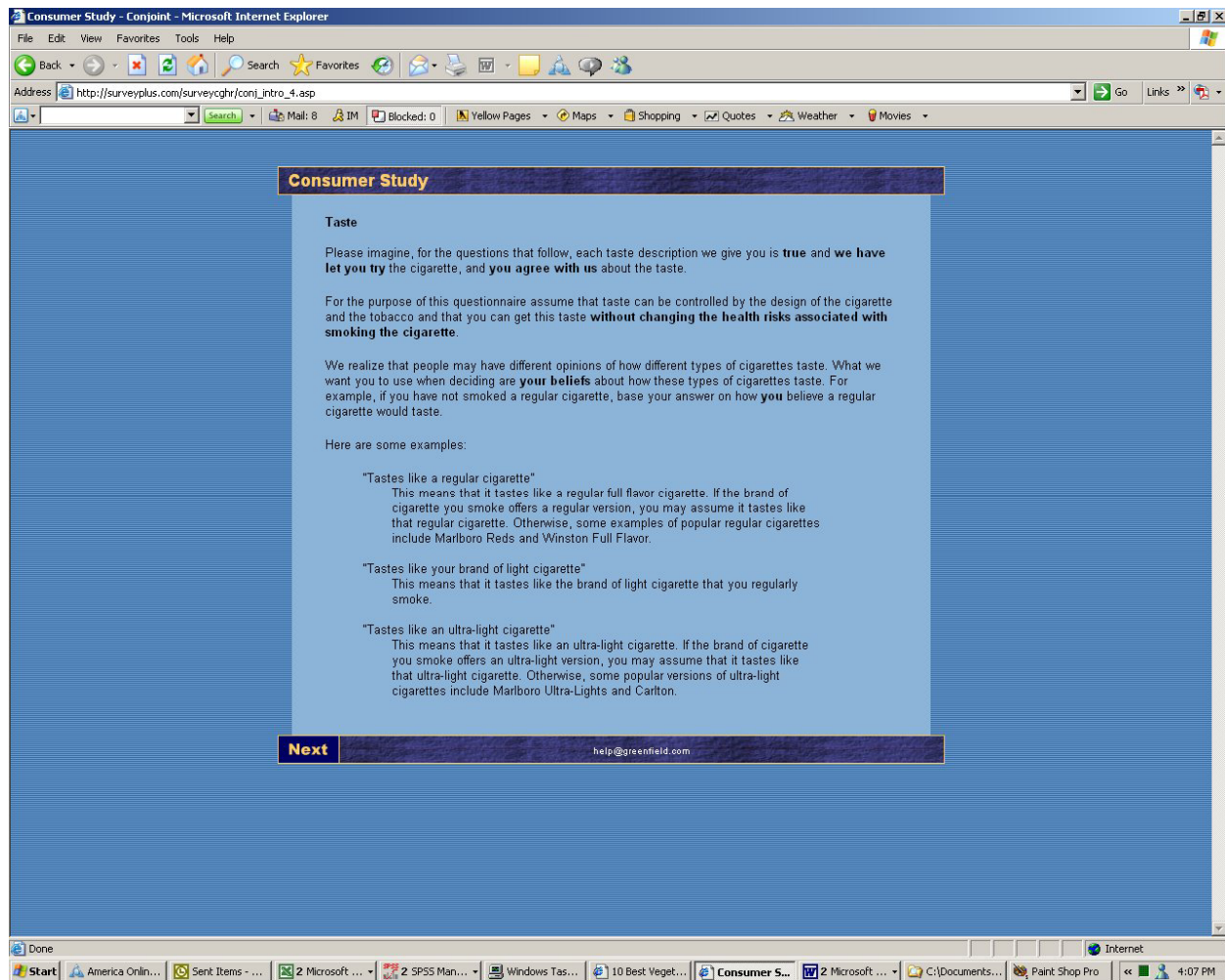
Done

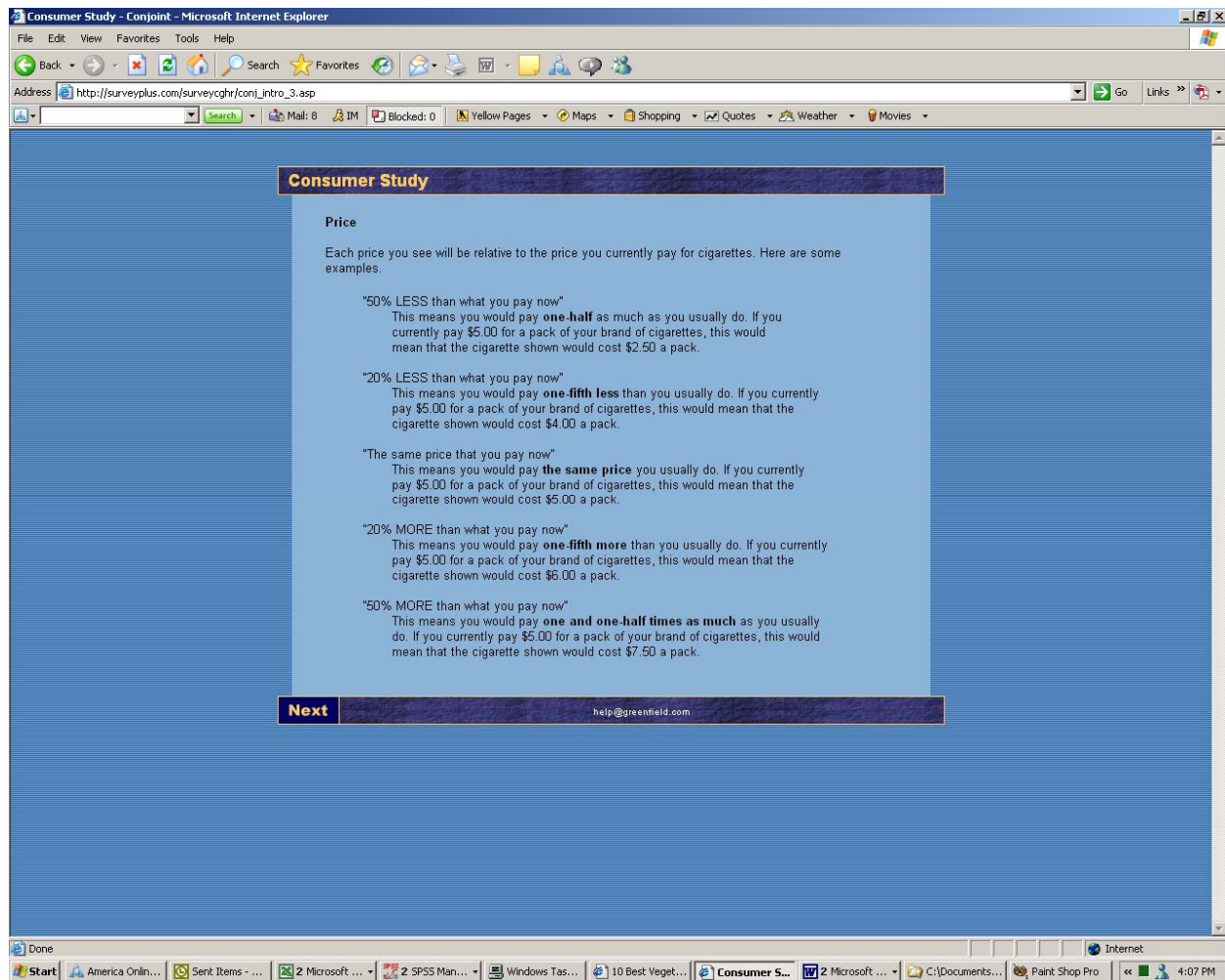
Start America Onlin... Sent Items - ... 2 Microsoft ... 2 SPSS Man... Windows Tas... 10 Best Veget... Consumer S... 2 Microsoft ... C:\Documents... Paint Shop Pro 4:05 PM

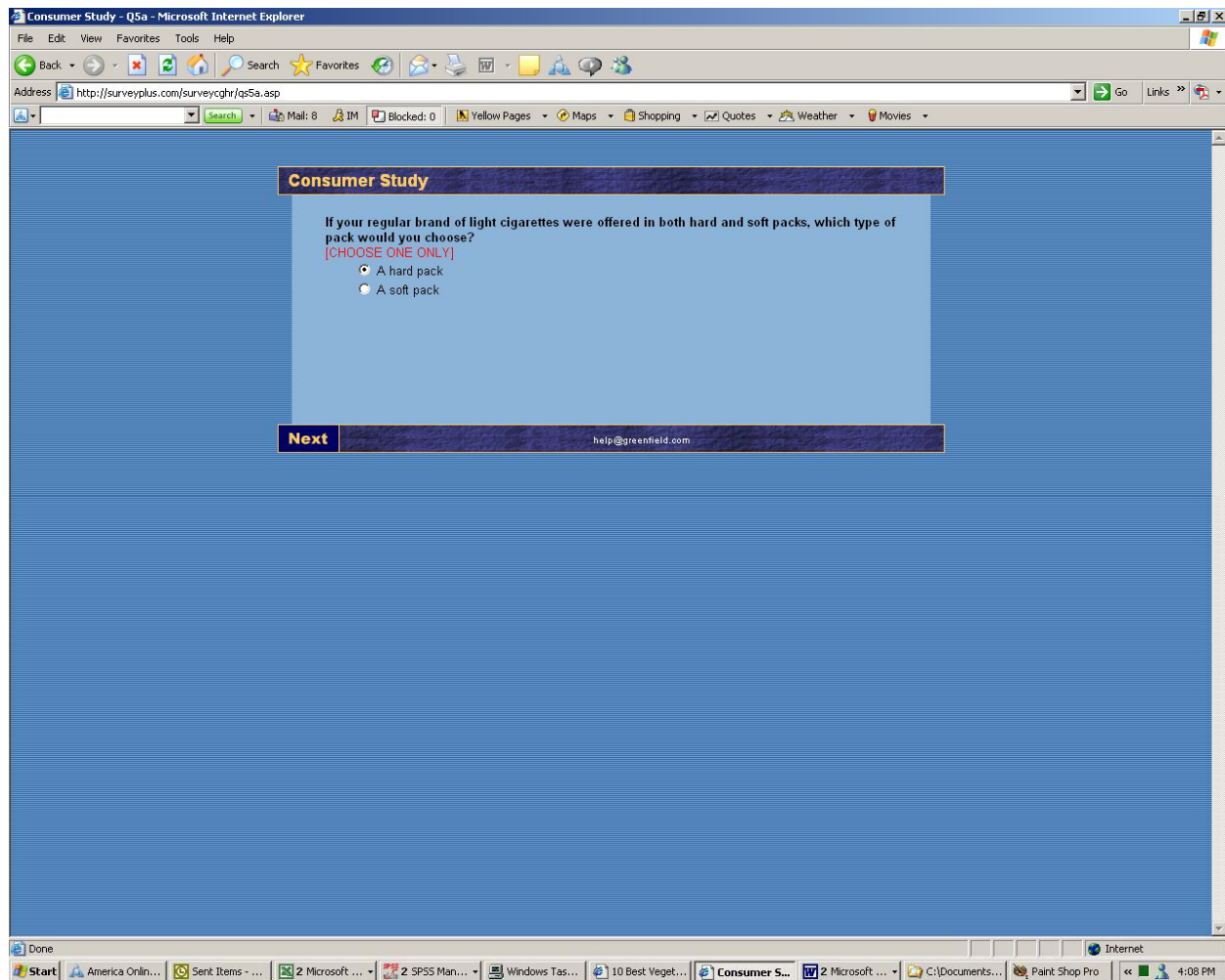












Consumer Study - Q5b - Microsoft Internet Explorer

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### Consumer Study

Increased Health Risk =>

0 25 50 75 100 125 150+

Harmless

↑  
Health Risk You  
Perceive for  
Regular Cigarettes

Consider the health risks scale above, where 0 represents a totally harmless cigarette, and 100 represents the levels of health risks you perceive for smoking regular cigarettes. The higher the number on this scale, the greater the health risk.

Assuming that regular cigarettes have a health risk value of 100, what number on this scale is the level of health risk you perceive for smoking **ultra-light** cigarettes?

[ENTER A NUMBER] 50

Assuming that regular cigarettes have a health risk value of 100, what number on this scale is the level of health risk you perceive for smoking **light** cigarettes?

[ENTER A NUMBER] 75

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Done

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